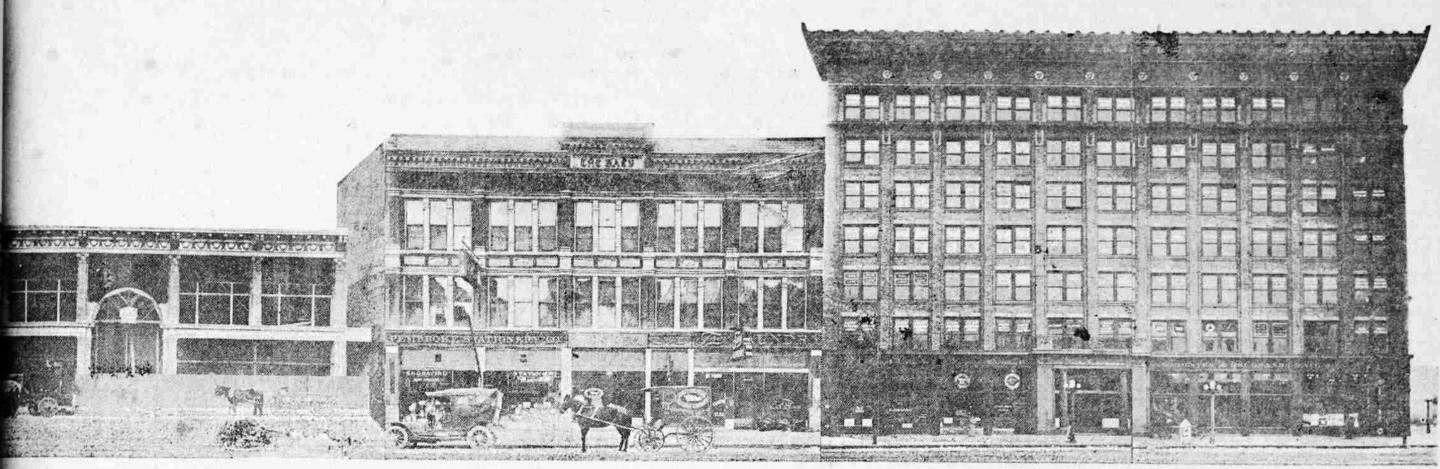
te City's New Retail Shopping District



trouble in getting. ing that people eat have as good if not groceries than any of the city.

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of liquor in the store
tore in the city that
afraid of, but it has
is all that it should complaint coming as f Broadway. In fact reased so rapidly that o prove his statements from to crowds of e pouring in and out he butcher shop was ks in the grocery de-tept on the run and ons were everywhere, it among the purchasers and displaying ly looked good for a

of Our Lives."

ove to Broadway?" ncent, president and Vincent Shoe Shop. thful, it was to save we sell better shoes an ever before. When we did not expect to ness as on Main street t least, but contrary on business is better has ever been before. we couldn't stand the fairly good, but it a living. Now we we did formerly and vember on Broadway

the Vincent Shoe Shop seed before. will always be Main ap doubt about that, just as good even now, so it better within a moved into this store Keith-O'Brien's nor tarted their establish-theroughfare, but our y June and July was and been in previous t the two big stores has picked up 20 of flourishing now. We a more complete and aboes than we were on to sell them cheaper. Is improving and soon sert of Main street. sany predicted they clare that it was the lives when we broke d place and came up ive ones. Prosperity r door as it never did iness improves as in the past half year any congratulations

ease Gratifying.

of the Hand Cloth-a store at 59 Broadapressed with the fuand says he was was the coming street two years ago when ated in this city.
of the contemplated ig department stores they would bring a iness to that section has proved that his

ery enthusiastic over are doing and says is very gratifying, accern doing the kind they are engaged in. ess. He says that

they put just as good goods on the people's backs for considerable less money than the other clothing dealers. for the simple reason that they believe in small profits and a large volume of business. The firm has branches in Portland, Or., and Denver, and a store and offices in New York. The fact that they buy in lots of thousands of suits, enables them to buy much cheaper than the average dealer and the people receive the benefit of that

Mr. Sommers said that while their business has increased greatly over their business of a year ago, the most noticeable fact is that the business since the locating of the big stores on Brondway, is a steady business and that he attributed that condition to the fact that the majority of the business of the city is moving that way.

Logical Amusement Street.

Manager Ben Ketchum of the Colonial theater is so enthusiastic about Broad-way's prospects that he is assembling one of the highest priced stock com-panies in the country to play at his theater.

"We intend to keep on," said Mr. Ketchum yesterday, "until we've got one of the best stock companies in America as is befitting to such a lively thoroughfare as Broadway. A the-ater is fortunate to be on this street ater is fortunate to be on this street because it is the future 'gay white way' of the town. The Colonial is handy for shoppers, since the two big depart-ment stores have changed locations. Add to this the character of the plays the house is putting on, and the marvelous increase in our patronage in the last few weeks is to be expected. 'For amusements Broadway is the

"For amusements Broadway is the logical street because of its central location. Many a shopper has neglected to take in a certain show she would have liked to see because the theater playing it was at an inconven-ient distance from the shopping center. It is comparatively easy now for shoppers to take in a play at the Colonial and do their shopping without rushing, the same afternoon, because we're right next door to the city's shopping hub.

Business Has Increased.

"Our business has increased wender fully since the shopping center changed," said Bertha Wagner of the Wagner Art store, State and Broadway, yesterday afternoon.

'The volume of business on Broad-

way has picked up to such an extent that during the shopping hours every afternoon the street looks quite as busy as Main street. I do not think it is at all improbable that Broadway will be the theory the such that the street they are the sixty the street of the street they are the street. the busiest thoroughfare in the city before long. Everything points that

way. Any store for rent along the street is quickly taken by the first of a long string of applicants. Shoppers tell it is more convenient to shop over this way than they had expected it would be, and if that is the ease Broadway will sail ahead. 'Miss Wagner's place was crowded with women who were looking over her fine store of hand-painted china and other dainty wares. Designating her customers, Miss Wagner said: "All of them are new and I have been watching them coming across the street from the department stores. Of course to some extent the increase in business must be attributed to the proximity of Christmas, but on the other hand not nearly so many shoppers would be over this way if the city's real shopping center had not

The Continental Cleaning & Dyeing company is under the new management of H. E. Schiller. Mr. Schiller is a pioneer in the cleaning and dyeing

business in Salt Lake City, and under his management the company has advanced until it is well up to the standard of business firms already main-

tained on Broadway. Mr. Schiller is so Mr. Schiller is so well impressed with the location of the firm that he is installing the most up to date equip-ment and appliances for the best quality of work. His apparatus is of the best make and the workroom is up to the standard of other business firms of this character.

The sheerest gowns as well as the coarsest homespun are handled with equal care and the work that is done by this company is not in any way similar to an experiment.
Mr. Schiller's reasons for liking

Mr. Schiller's reasons for liking Broadway are that he thinks the business is there and his motto is to be where the business is. The large department stores that have located on Broadway add much to the attraction of that store, says Mr. Schiller, and he thinks that Broadway is the coming business center of this city. The Continuous Cleaning & Daving company is tinental Cleaning & Dyeing company is located at 20 East Broadway.

Sacrificed Lease for Location.

Mrs. H. B. Sommer, proprietor of the Toggery Shop at 53 Broadway, is en-thusiastic over her new location for business. She says that she was one of the first in the recent move to what she terms the coming business district

of Salt Lake City.

Mrs. Sommer deserves some credit tor her faith in Salt Lake City in view of the fact that she came here from Cripple Creek, Colo., without even a location in view for her store. She brought part of the stock of goods from her Cripple Creek store and proceeded her Cripple Creek store and proceeded to select a location for her store here.

"The only place that could be found," she says, "was at 44 South Main street. "I had Broadway in mind when I had looked over the city, and resolved to move here as soon as lease at the other place did not run out until January I next year, but I moved last August to this location.

"Broadway is going to be the shopping district of this city, particularly for women. My line of business is women, and a rady to work and a state."

en's ready-to-wear apparel and nothing else, and I feel certain that with the Keith-O'Brian, Auerbach and Paris Millinery stores on this block, this is the place for me. It is the old sav-ing. Get where the business is, and I believe I have done so."

The Toggery Shop will make a spe-

ialty of women's coats and suits at \$15, \$20 and \$25, and will guarantee to save the purchaser \$10 on each garment. Four people in addition to Mrs. Sommer are engaged at the store.

Have Access to Patrons.

The Merchants bank is now located on the northeast corner of Broadway and Main street, where it has recentfitted up spacious and practical quar ters, which are still to be enlarged holding in view the belief that the growth in the future will be more than proportion to that in the past. The officers and directors of the bank

feel optimistic in regard to the loca-tion of the bank since they say it is centrally tocated in the new business district of Salt Lake City.

"Banks today are important factors of modern civilization, being daily reminders of the fact that they are one of the great results of man's advancement." said A. H. Peabody, cushier of the Merchants bank. "The yearly increase in the number of banks and the deposition in this line." deposits in this line of commercial acbecoming interested.

"Customers are a bank's first con-sideration and the directors of the Mer-

chants bank feel that in their present location, they can have better access to their customers. They desire for their customers, not only the business men but those who patronize the busi-ness men and they feel that as Broadway is the coming business center of the city, they are in the place for busi-

"A statement of May 3, 1908, showed the deposits of the bank to be \$97. 944.52 It was on this date that the present officers took charge of the in-stitution and it has been with consid-erable pride that they, together with the depositors, have watched the steady upbuilding of the district in which they hold one of the best locations. Their ous ness has increased with the upbuilding of the district and today their de-posits are far in excess of \$2,000,000.

In the Midst of the Traffic.

"The name Troy Laundry is familiar to every resident of the city," said L. L. Terry. "It is the pioneer plant. It suggests in the laundering art and field, reliability and superiority. Its fame reaches for hundreds of miles tributary to Salt Lake in towns where

they have agencies.
Patrons can feel that with the experience of thirty years to back meth-

ods and processes in lanndering, they will receive the benefit of the best obtainable in quality."

"The laundry plant, located at 431 Sixth East street, in point of size and floor space, is one of the largest in the world. The equipment represents all the recent devices produced by more the recent devices produced by manufacturers.'

Their main office at 18 East Broadway, is furnished in the most modern and up to date manner. It is right in the midst of the great traffic moving along this thoroughfare.

Rents Are Much Lower.

In the opinion of William Alexander, proprietor of the Alexander Jewelry company, Broadway is the coming Main street of Salt Lake City. He says that the general thrift of the landlords there in comparison with the landlords elsewhere encourages tenants to locate there and adds to the outlook of the

"The rents here are 50 per cent cheaper than they are elsewhere in the city. he said, "and we think this is the place to have our business and would think so if the rents were twice

A beautiful system of lighting has been established on this street and we get the benefit of the light and the advertising that such lighting gives Property owners on this street have placed these lights here while on other streets the business firms must be satisfied with the lights furnished by the

"We had made up our minds to leave this part of the city last August, as business here was very poor, but when we received word that three of the largest department stores in the city were planning to move to this district, we decided to stay. Since Keith-O'Brien's and Auerbach's have established their business on this street, our business has increased 50 per cent."

In connection with the Alexander Jewelry company is the Alexander Optical company. Dr. F. J. Alexander, manager of the optical company, is just as optimistic as his fellow occupant of the store room at 29 East Broadway.

We counted the people who passed this store yesterday, and for three

hours the average was sixty five people every five minutes," he said. "With the Broadway theater soon to open and with the Colonial theater already running, we have every hope for a successful business here. The Paris Millinery

company is soon to occupy the building directly across the street and that will add much to the attractiveness Broadway as a business center."

Heidelberg Was a Pioneer.

Karl H. Mayer, proprietor of the Heidelberg bar and cafe, located at 7 and 9 East Broadway, when questioned about the future of Broadway as the leading business street of the city, said: When I moved to Broadway about eight years ago there were only one-story buildings across the street where the Judge building now stands. "I located here because the rent was

cheap at that time and I was aware of the fact that there would be some extensive improvements in this section of the city, and I realized the advantage of getting in early. The postoffice was just being built and the Newhouse and

Eoston buildings were contemplated.

'Another thing that impressed me was the fact that Broadway, then Third South street, was the natural route for people going from Main street to the city and county building.'

mensurate in size with our business and State and Broadway seemed the logical spot. Corner sites with department stores these days means self pres-

"The city is growing rapidly to the south and to the east and State and Broadway is the strategic point to serve as the hub for the city's future business. We were severely criticised for making the change, for taking our changes with Proceedings. chances with Broadway, but we did a hesitate in the least from the first. "We have absolute confidence in Broadway's prospects and business has come to the street to stay.

"Not only the department stores of the big eastern cities but those in all of the western cities have been forced to take corner sites. This is essential to take corner sites. This is essential in a growing community, and had we been unable to get on this corner we would have regarded it as a great loss. "The store was crowded vesterday afternoon," and remarking on this Mr. Auerbach said, "It is that way every day. In fact the business is increasing so rapidly that our two elevators can

"The general character of the peo-ple who seem to be frequenting this section of the city" he said, "is the class that counts, as they are people with money to spend, and are willing to spend it when they find the right place." "The general character of the

Mr. Bettilyon attributes the rapid growth of his business to this cause, as it has kept pace with the street on which it is located,

Traffic Is Increasing.

"The Horton book store was never on Main street, but for that I am glad," declared the busy manager, as he wrapped up a copy of "Little Men" for a customer who was in a horry.

Broadway is the busy business district and business has improved 20 per cent in the last few works. I believe cent in the last few works. I belthat it is better than Main street. "The new stores coming in have

hood and a high class of trade fills my store from morning until night. "I believe Broadway better than Main street for several reasons. First,



That Mr. Mayer's judgment was well founded will be readily conceded, as will be seen by the increase in the traffic on that street at the present time, and the facts that the value of property has increased many times. Of course rents have also increased, but the business warrants the increase.

Mr. Mayer also said that the mov-

Mr. Mayer also said that the moving of the big department stores on Broadway has done wonders toward drawing the traffic that way, and that the class of people who throng the street comprise the best people in the city, and he thinks it is only a matter of time until the general public will come to recognize Broadway as the business center of Salt Lake City.

Has Strategic Point.

"Glance around the store and see how the shoppers like the new loca-tion," said George Americach of Amer-bach Company. "From the first business has been as you see it—rushing. The store has felt for a long time the need for an ideal corner location, comnot handle the crowds so we are put-

"There is no question but that Broadway is rapidly becoming the principal business thoroughfare of our city," remarked V. A. Bettilyon of the Buttilyon Home Builders company, dur-ing an interview yesterday with a rep-resentative of The Tribune.

Mr. Bettilyon

Mr. Bettilyon gives as his reasons Mr. Bettilyon gives as his reasons the fact that there is a growing tendency on the part of the people to move in that direction, which he has observed during the past nineteen months. The Bettilyon Home Builders company office has been located on Broadway during the period above mentioned, and naturally its management has noticed the increased traffic passing that way passing that way.

"The removal of Auerbach and Keith-O'Brien to this street, the building of the Newhouse hotel, together with te fact that the business district is drifting southward," said Mr. Bettilyon "all operate toward making Broadway a busy thoroughfare.

there is an increase in traffic and it is getting greater all the time. Second, the neighborhood has improved and the lass of trade is higher than ever be

Here the busy mamager had to stop and assist his clerks to wait upon a score of costomers that had gathered within the few minutes he was talking. "I'm too busy to tell all the reasons why I am pleased with my good fortune in having an excellent location in Broadway Salt Lake's busiest business thoroughfare," he said as he turned to his next customer,

Saw the March of Progress.

The Pembroke Stationery company the oldest stationery house in this in-termountain section, is one of the firms that saw the march of progress, and a year ago acquired a very fine store room at 22-24 East Broadway. The move has proven to be most satisfactory, for it has given the firm the op-

(Continued on Following Page.)

